

Appln No. 09/609,232  
Amdt. Dated March 26, 2004  
Response to Office action of September 26, 2003

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### REMARKS/ARGUMENTS

The Applicant proposes to amend claim 5 so that the reference made to advertisements has been removed and replaced with the first information as indicated in claim 1.

Claim 6 has been cancelled.

Claims 10 and 11 have been cancelled.

Claim 13 is proposed to be amended to more readily identify each party and their accounts and the transfer of payments.

In relation to claim 17, the identifier means is of the third party and has been amended accordingly. Further, claim 1 has been amended to include a first identifier to distinguish from the second identifier referred to in claim 17.

Accordingly, claim 18 is now clear as the fourth information is referred to in claim 17.

Claim 21 is proposed to be amended so that the request of the fifth information is also used by the calculation means to determine the quantum of payment from the fifth party to the third party.

Claim 24 has been amended so that it is dependent to claim 15 in which the second print media has an antecedent basis.

#### *Claim Rejections – 35 USC § 103*

The official action has indicated that all claims are rejected with no claims being allowable.

The Applicant's invention is primarily concerned with allowing the user who has a user printer module to request first information from a first server for generating a first printed media that displays the first information. When this first information is printed the identifier means of a third party provides the first printed media with the first identifier such that the designation of the first identifier by the user results in the module communicating second information to the first server means or to a second server means for a fourth party. Accounts are set up for third party who receives payments and for one or more of a first party, second party and who all make payments to the third party. The payments that are made to a third party are calculated using a calculation means. The payments are at least proportional to the number of requests of the first information.

The "Intelligent Paper" by Deymetman (et al) is a disclosure in relation to a complementary relationship between paper documents and digital documents. The Intelligent Paper outlines various objects such as how page identifiers operate and how users use these identifiers to interact with digital pages.

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However, it appears that the only reference made to the storing of digital pages on a server is located at page 397 in the last paragraph that states that "...a router, however, can require huge tables for storing the page-id-URL relation. This problem can be approached in at least two ways: (i) Intelligent Paper pages can be sold at a price that covers the cost of storing the page-id-URL relation; ...". This document discloses that a storage provider is paid. However, the precise relationship of how the payment is received and how the payment is calculated is clearly not disclosed and it would not be apparent to a skilled addressee of how to achieve these payments.

The Applicant has discloses how a calculation means can be employed so that when a user requests material then and only then is a payment made to a third party. When a user requests the information, payments are made in proportion to the number of requests made by the user for the first information. In this manner, payments only need to be made to the third party once the user has requested the first information. This system introduces a "user pay" type regime that is not disclosed in "Intelligent Paper" and is not readily apparent to a skilled addressee in light of "Intelligent Paper". The payments of the Applicant's system are proportional to the number of requests of the first information. No mention is made of the proportionality of the payments in "intelligent Paper". In fact, "Intelligent Paper" is entirely silent on how payments are calculated and hence there is no teaching of calculation means.

The Applicant submits that as the remaining claims are dependent upon claim 1 that the remaining claims are also inventive.

Further, the Applicant submits that the inventive feature of claim 1 has been added to independent claim 36 and therefore is also inventive.

The Applicant submits that as the outstanding issues of the official action have been addressed, the application should now proceed to allowance.

Very respectfully,

Applicant:



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